

DISCOVER WHAT'S NEW IN TIROL'S SUMMER OF  
2026

## FROM STYLISH URBAN HOTELS TO NATURE-INSPIRED CHALETS

*Exciting new launches, renovations and repositionings in Tirol's accommodation sector are set to bring a breath of fresh air to the 2026 summer season. The spectrum ranges from modern hotels and luxury apartments to innovative camping sites and slow-living concepts – appealing to both new and returning guests, while always staying true to regional identity.*

### Hotels

#### **Forster's Naturresort · Stubai**

Following extensive renovations, Forster's Naturresort in the Stubai Valley is set to impress: a redesigned reception and panoramic dining room, expanded sauna area including a family sauna, and the adults-only rooftop spa, "Wolke 7", with infinity pool, relaxation zones and sunset terrace. The fitness area has also been extended. Children can explore the new two-storey forest playhouse, natural play world, deer enclosure, farm, herbal garden, and swimming lake. [www.hotel-forster.at/en](http://www.hotel-forster.at/en)

#### **Bergland Sölden · Ötztal**

From summer 2026, Hotel Bergland in Sölden is expanding its spa area, combining alpine wellness traditions with a touch of Japanese-inspired lifestyle. A new onsen-style pool forms a special highlight, complemented by new relaxation rooms, yoga and fitness zones, a newly designed event sauna made from the hotel's own Swiss stone pine, and a revamped adults-only area. The day spa changing rooms will also be redesigned, rounding off the contemporary wellness concept. [www.bergland-soelden.at/en](http://www.bergland-soelden.at/en)

#### **Hotel Panorama Royal · Kufsteinerland**

With its striking new timber wing housing 21 exclusive rooms – the so-called "bird's nests" – Panorama Royal in Bad Häring is setting new benchmarks in international wellness and health tourism. Additions include a panoramic bar, extended restaurant, expansion of the Panorama Park to 25,000 m<sup>2</sup>, and enlarged lobby, fitness, and meditation areas. This is one of the biggest investments in the hotel's history and reflects its continued commitment to the "Our Way of Healing" concept. [www.panorama-royal.at/en](http://www.panorama-royal.at/en)

### **Verwöhnhotel Kristall · Achensee**

Verwöhnhotel Kristall in Pertisau has expanded its facilities to include a 1,400 m<sup>2</sup> Sky Spa with an indoor and outdoor infinity pool, whirlpool loungers, massage alcoves, and an outdoor relaxation terrace. The new wellness area is complemented by a natural bathing lake and a newly designed wellness buffet. Guests can indulge in the essential pleasures of rest and relaxation between the lake and the mountains on over 3,500 m<sup>2</sup> of wellness space.

[www.kristall-pertisau.at/en](http://www.kristall-pertisau.at/en)

### **Radisson RED · Region Innsbruck**

Radisson RED Innsbruck introduces urban flair and upscale international design to the heart of the new RAIQA district. As the first of the brand's hotels in Tirol, it combines creative interiors, smart technology, and vibrant social spaces with a laid-back modern service concept. With 161 rooms, a gym, and flexible meeting spaces, it's ideal for both business travellers and city explorers.

### **Alpenresort Schwaz · Region Innsbruck**

Haus Obstgartl 1 at Alpenresort Schwaz in Mieming has been renovated and conceptually reimaged. Its 15 new Panorama & Sky Panorama rooms, six "Felder" rooms, and six "Balance" family suites – some with private saunas – feature light-filled interiors, natural materials, and passive house standards for ultimate comfort. [www.schwarz.at/en](http://www.schwarz.at/en)

### **Goldener Engl · Region Hall-Wattens**

After careful renovation, the historic Hotel Goldener Engl in the centre of Hall in Tirol reopened as a boutique hotel in late 2025. Set in a 700-year-old building, it combines centuries-old architecture and rich heritage with modern design and thoughtful details – ideal for culturally curious guests seeking authenticity and contemporary comfort. [www.goldener-engl.tirol](http://www.goldener-engl.tirol)

### **Vaya Lechtal · Lechtal**

Formerly Hotel Alpenrose in Elbigenalp, the newly opened Vaya Lechtal (late 2025) features modern alpine design, premium materials, and a spacious spa and wellness area. In summer, it sits directly on hiking and cycling routes and provides the perfect base for a variety of hiking, cycling and outdoor adventures. [www.vayaresorts.com/en/hotel/vaya-lechtal/](http://www.vayaresorts.com/en/hotel/vaya-lechtal/)

## **Apartments & Chalets**

### **BAUA · Achensee**

The newly opened BAUA is situated just a few steps from the shores of Lake Achensee. The elegantly designed holiday home combines contemporary style with the tranquillity of the mountains and provides space for up to six people across approximately 100 m<sup>2</sup>. Surrounded by nature, guests enjoy plenty of privacy and high-quality furnishings crafted from stone, regional wood, and fabrics from the Alps. Its close proximity to hiking trails and leisure activities on the lake offers ideal conditions for nature enthusiasts and active holidaymakers alike. [www.baua.tirol](http://www.baua.tirol)

### **FUX & HÅS Lofts · Achensee**

Starting May 2026, the new FUX & HÅS loft opens at the well-known Fischerwirt on Lake Achensee. The 48 m<sup>2</sup> area offers modern comforts, a small garden terrace, and an alpine retreat – perfect for relaxing days away from daily life. [www.fischerwirt.tirol/fux-has-lofts](http://www.fischerwirt.tirol/fux-has-lofts)

### **Apartments ‘Natur’ Alpbach · Alpbachtal**

Since autumn 2025, Naturapartments Alpbach has welcomed guests as the valley’s first certified [BIO HOTEL](#). Three apartments (total capacity 13 people) blend sustainable living, a carefully renovated house over 50 years old (formerly Haus Karwendelstein), and 100% organic certification. A harmonious retreat that marries comfort, nature and conscience. [www.naturapartments.at](http://www.naturapartments.at)

### **Slow Living Homes · Region Seefeld – Tirols Hochplateau**

Three newly renovated apartments in Haus Lorenz at the Alte Mühle in Scharnitz, ranging from 42 to 77 m<sup>2</sup>, now accommodate up to five people each. The apartments blend modern, comfortable living with self-check-in and are just a few steps from public transport. Situated right at the entrance to the Karwendel Nature Park, they provide ideal conditions for hiking and cycling excursions, while the in-house Lorenz restaurant adds a delightful culinary element to the experience. [www.slowlivinghomes.com](http://www.slowlivinghomes.com)

### **Apartment Stubaier Bergnest · Stubai**

This lovingly built, family-run apartment has recently started welcoming nature-loving families to Krössbach. Bright, peaceful, and wood-accented, it features a natural timber bedroom with a luxury box-spring bed, a spacious terrace, and quiet nooks. It’s 13 km from the Stubai Glacier and located right by the bus stop and Stubai cycle path. [www.stubaierbergnest.at](http://www.stubaierbergnest.at)

### **Apartments ‘myZillernest’ · Zillertal**

Opened in December 2025, the Pfister family’s myZillernest in Zell am Ziller offers seven alpine-modern apartments for two to eight guests. Hypoallergenic bedding, in-house wellness with sauna, and a prime location just 800 metres from the Zillertal Arena cable car complete the experience. [www.myzillernest.at/en/](http://www.myzillernest.at/en/)

### **Apartments ‘Stadthaus Rosengartenschlucht’ · Outdoorregion Imst**

Three modern, comfortable apartments have welcomed guests to this centrally located town-house in Imst since last summer. With views over the town and direct access to the Rosengarten gorge, it’s a tranquil urban retreat. [www.stadthaus-rosengartenschlucht.at/#/](http://www.stadthaus-rosengartenschlucht.at/#/)

### **Ascherhof · Kufsteinerland**

Following extensive renovations, the historic Ascherhof in Thiersee reopened in late 2025 with three holiday flats and three guest rooms. Managed by the Lamprecht family since 1942, the 400-year-old farmhouse offers rural tranquillity and rustic charm. [www.farmholidays.com/en/accommodations/ascherhof-thiersee](http://www.farmholidays.com/en/accommodations/ascherhof-thiersee)

## **LaPosch – Dein Bergaway · Tiroler Zugspitz Arena**

The Living Lands at Chalet Village LaPosch in Biberwier now feature wooden and stone lodges, a garden spa with Tirol's longest outdoor pool, and a new restaurant. Modern design combines with Alpine charm in this exclusive retreat, where guests enjoy a perfect balance of Alpine tradition and contemporary luxury in stylish surroundings. [www.laposch.at/en](http://www.laposch.at/en)

## Camping

### **Alpin Camping · Tiroler Oberland – Kaunertal**

Opening in summer 2026, Alpin Camping in Feichten, run by the Ragg family, will provide year-round camping on 80 spacious pitches ranging from 70 to 120 m<sup>2</sup>. Located in a sunny spot with breathtaking mountain views, the main building features a reception, restaurant, café, farm shop, and mountain guide's office, as well as three apartments within the same building. Guests can enjoy alpine tranquillity and comfort surrounded by nature, opposite Quellalpin Kaunertal, which offers a swimming pool, sauna, bouldering hall, and more. [www.alpincamping-kaunertal.tirol](http://www.alpincamping-kaunertal.tirol)

### **Campingplatz Judenstein · Region Innsbruck**

Reopening in April 2026 following a full refurbishment, Campingplatz Judenstein near Innsbruck will offer 40–45 level pitches, ten permanent spots, and a large tent meadow. Open since 1971, this popular sunny site now features modern, accessible facilities in a peaceful, nature-filled setting. [www.camping-judenstein.at/en](http://www.camping-judenstein.at/en)

## More selected accommodation developments in Tirol

- **Apartment Lechtal Alpin · Lechtal:** Lisa and Marvin Kärle host guests in their new apartment house for families and small groups, also offering guided mountain tours. [www.apartment-lechtal-alpin.at](http://www.apartment-lechtal-alpin.at)
- **Mountain Lodge Obergurgl · Ötztal:** New since January 2026 after extensive renovations: seven bedrooms, 15 beds, three shower rooms and a modern kitchen-diner with a small lounge. [www.ffmountainlodge.at/home/mountain-lodge-obergurgl/lodge-obergurgl](http://www.ffmountainlodge.at/home/mountain-lodge-obergurgl/lodge-obergurgl)
- **Happis Fassle · Outdoorregion Imst:** In Tarrenz, two charming wooden sleep barrels offer a close-to-nature stay with comfort and character. [www.imst.at/en/accommodations/tarrenz/happis-fassle.html](http://www.imst.at/en/accommodations/tarrenz/happis-fassle.html)
- **Der Stern · Region Innsbruck:** New: the "Spielsch(n)uppen" play barn with climbing ropes, hay, tunnels, towers, obstacle course, billiards and star-viewing platform. [www.hotelstern.at/en](http://www.hotelstern.at/en)
- **Chalet Ischgl – Modern Luxury Residences · Paznaun-Ischgl:** The family-run Chalet Ischgl combines exclusive alpine comfort with luxurious amenities in a central location. [www.chaletischgl.com/en](http://www.chaletischgl.com/en)
- **Aktivhotel Tuxerhof · Zillertal:** Summer 2026 sees the addition of a natural pool, 12 new double rooms and three triple rooms in a new wing. [www.aktivhotel-tuxerhof.at/en](http://www.aktivhotel-tuxerhof.at/en)

- **MyGoodLife Hotel · Zillertal:** Under new management since December 2025, this hotel boasts a fresh, bold and vibrant new look, alongside its “Share-erei” à-la-carte restaurant, where the “Share is More” philosophy is embraced. [www.mygood-life.at/en](http://www.mygood-life.at/en)

Further details about accommodation in Tirol can be found at [www.tyrol.com/accommodation](http://www.tyrol.com/accommodation).

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean tourism is characterised by 200 years of history and various pioneering achievements. Summer and winter guests alike appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the welcoming hospitality. Based in Innsbruck, Tirol Werbung GmbH is part of the Lebensraum Tirol Gruppe and serves as the provincial tourism marketing organisation. Its primary mission is to enhance the allure of Tirol as a holiday destination.

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